

Draft Programme
MODIBEC China National Event
Beijing, 27th October –28th October 2008
Venue: Swissôtel Hotel Beijing

Exhibition Area: Digital Broadcasting receivers will be on display throughout the two-day conference. The latest technological advances within industry will be on display. Exhibitors include:

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| ○ SARFT/ABS | ○ GTM |
| ○ Autonavi | ○ Beijing Jolon |
| ○ Blaupunkt | ○ CMMB |
| ○ Nokia Siemens | ○ Fraunhofer |

DAY 1 – 27th October 2008

08.30-09.00	Attendees arrive for registration
09.00–09.20	Opening Remarks Mr. Zeng Qing Jun, Deputy Director of Technology Ministry, SARFT
09.20-09.40	Opening Remarks Alison Birkett (tbc), Alison Birkett, First Counsellor, European Commission
09.40-10.00	Introduction of MODIBEC Javier Barrio, Junior Project Manager, ERTICO
10.00–10.30	Looking Into the Future: Aims for future cooperation between EU and China TBC, Margot Nor, Head of Marketing & Distribution, ETSI <ul style="list-style-type: none"> - Convergence of Mobile Broadcasting and Telecoms - In Car Applications - Complexity and Diversity of CAS systems - Interoperability
10.30-11.00	Coffee Break
11.00-12.30	The 2008 Beijing Olympic Games Celebrates Success in Digital Broadcasting and looks to the future This session will look at the Olympic Games and provide an overview of what took place in the digital broadcasting sector. By then looking towards the future, participants will learn how Europe and China plan to learn from the Beijing Olympic experiences and find areas of future cooperation. Olympic Review: What really happened (20 minutes) Nan Hai, Chief Executive, Beijing Jolon Assessing the outcome from the digital broadcasting commercial service that was available during the Olympic Games 2008. What were the successes and the failures and how does Beijing Jolon plan to utilize these experiences going forward.

	<p>European Priorities and perspectives (20 minutes) Jean-Luc Paquier, Advanced Technology Marketing Project Manager, Thomson What are the plans for Europe in the digital broadcasting sector and how can Europe cooperate with China to ensure that future business opportunities are meeting.</p> <p>Chinese Priorities and perspectives (20 minutes) Feng Lei, Managing Director, Shanghai, DaTang Telecommunications As China looks to the future, possible areas for cooperation with Europe in terms of Research and Development will be explored.</p>
12.30-14.00	Lunch Break
14.00-15:30	<p>Discussion Forum: Convergence of Mobile Broadcasting and Telecoms This discussion forum will look into the convergence of the mobile broadcasting and telecoms sector. There will be a short presentation by xxx on the current state of play between the two industries. This will be followed by a brief demonstration. The panellists will then discuss the key areas within this topic.</p> <p>Moderator: Pro Du Bai Chuan, Deputy director, Science and technology committee, SARFT</p> <p>Speaker 1(15 minutes): Feng Xi Zeng, President, Guangdong Yue Guang Digital Multimedia Broadcasting Go. Ltd.</p> <p>Speaker2: (15minutes): Simon Masion, Head of New Product Development, Media Solutions, Arqiva</p> <p>Panellists: Simon Masion, Head of New Product Development, Media Solutions, Arqiva Susan Wang, Deputy General Manager of Telefonica Asia, Motorola Sun Jianjun, Technical Manager for the Application Development Group, China Satcom Zhang Dayong, Head of Nokia Siemens Networks RTP China BE / Strategy, Nokia Siemens</p>
15.30-16.00	Coffee Break
16.00-17.30	<p>Discussion Forum: In car applications This discussion forum will look into both the available in car applications as well as explore future research and development projects in the sector. There will be a short presentation by xxx on the current state of play in the industry. This will be followed by a brief demonstration. The panellists will then discuss the key areas within this topic.</p> <p>Moderator: Mariana Andrade, Project Manager, ERTICO Speaker (15 minutes): Heinz-Werner Pfeiffer, Engineering Architecture, Blaupunkt Demonstration & Speaker (15 minutes): Zhou Pin, General Manager, Autonavi</p> <p>Heinz-Werner Pfeiffer, Engineering Architecture, Blaupunkt Zhou Pin, General Manager, Autonavi Alexander.Zink, Project Director, Fraunhofer IIS TBC, Car maker in China - Invite by Blaupunkt</p>

DAY 2 – 28th October 2008

08.45-09.00	Participants and other attendees arrive for day two Coffee Break
09.00–10:00	Other European China Project 1, Ming –T Project Briefing, (25 minutes) Pro. Zhang Jian Wei, Director of Institute of Technical Aspect of Multimodal Systems, University of Hamburg 2, MOBISERVE Project Briefing, (25 minutes) Ms Jie Zhou, Orange Labs R&D Beijing, by Thomson Jean-Luc Paquier, Advanced Technology Marketing Project Manager, Thomson
10:00 -10:30	Europe and China Digital Broadcasting Demonstration Case Study (25 minutes) Overview of Journaline, a project of Universal Mobile Information System A case based information system for digital broadcasting as in car application on air successfully tasted during Olympics. Alexander Zink, Project Director, Fraunhofer Institute for Integrated Circuits
10.30-11.00	Coffee Break
11.00-12.30	Discussion Forum: Interactive Broadcast Services This discussion forum will focus on both the prospects for and challenges with interactivity in Broadcast services and identify potential areas for RTD cooperation on convergence between digital broadcast and mobile communications. There will be a short presentation by GTM on the current state of play in the industry. The panellists will then discuss the key areas within this topic. Moderator: Zeng Huiming, CEO, China Broadcasting Internet Media Co, Ltd. Speech 1 (15 minutes): Harold Zhu, Business Development Manager, Dolby Speech 2 (15 minuets): Deng Jin, Technology Supervisor, GTM Panellists: Harold Zhu, Business Development Manager, Dolby Deng Jin, Technology Supervisor, GTM Lucy Feng, Director of New Product Proposition, Mobile Device, Motorola China Nan Hai, Chief Exertive, Beijing Jolon
12.30-13.30	Lunch break

<p>13:30-15.00</p>	<p>Discussion Forum: Opportunity & Constraints</p> <p>This discussion forum looks into the future opportunities and constraints within the broadcasting and telecommunications. There will be a short presentation on the current state of play in the industry. The panellists will then discuss the key areas within this topic.</p> <p>Moderator: Duncan Clark, Chairman, BDA China Ltd.</p> <p>Presentation (15 minutes): Jeff Astle, Asia Adviser, WorldDMB</p> <p>Speech 2, (25 minutes): Pro. Jian Song, xxx, Qing Hua University</p> <p>Speech 3, (15 minutes): Yao Sun, General Manager, OPG</p> <p>Jeff Astle, Asia Adviser, WorldDMB</p> <p>Yao Sun, General Manager, OPG</p> <p>Jean-Luc Paquier, Advanced Technology Marketing Project Manager, Thomson</p> <p>Pro. Jian Song, xxxxxx, Qing Hua University</p>
<p>15.00 -15.30</p>	<p>Wrap up</p>